

5.6

Worksheet: Rewriting Headlines



REWRITING HEADLINES

Shorten the following headlines by writing a new, bolder version that's less than 60 characters in length.

#1

How 5 Different Startup Companies are Utilizing 3D-Printing to Personalize Products and Deliver Amazing Products

(112 character headline for a news article from Uncubed)

Note: Uncubed published their article with this headline:
"5 Amazing Ways Startups Are Using 3D-Printing Technology"
(56 characters)

#2

Here's a great explanation of what the blockchain is from the person tasked with explaining it to the world

(107 character headline for a news article from Business Insider)

Note: the "person" referred to in the headline is Jamie Smith, CEO of the Global Blockchain Business Council.

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#3

Microsoft's Latest Financial Results Do Not Reveal a Bright Future for Surface Products – Elsewhere Things Are Looking Good

(123 character headline for a news article from WCCF Tech)

Note: "Surface Products" refers to a tablet made by Microsoft called the Surface

Shorter headlines can help communicate meaning more quickly, but the first three words of a headline carry great importance.



Data has shown that many users glance at headlines and concentrate **on the first 3 words and last 3 words.**

With this in mind, could you rewrite the following headlines to ensure the first 3 words and last 3 words carry the most important words and terms?

EXAMPLE:

ORIGINAL: The original developer of 16-bit Sonic from 21 years ago is now working to fix it

NEW: 21 years later, original developer works to fix 16-bit Sonic

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ORIGINAL: Get your taxes done free if you register today

NEW: _____

ORIGINAL: With our new holiday package, you could save 50% but only if you order by December 21

NEW: _____

ORIGINAL: Download our demo and receive exclusive codes to unlock all characters in the game

NEW: _____

NOTES:

Worksheet: Shortening headlines to make them bolder and <60 characters (combine with below?)
Worksheet: Updating headlines with weak “first three's” (and “last three's”) to be stronger.